

Citation:

Zhang, Y. B., & Harwood, J. (2002). Television viewing and perceptions of traditional Chinese values among Chinese college students. *Journal of Broadcasting & Electronic Media*, 46, 245-264.

Abstract:

This study examined television's cultivation effects on perceptions of traditional Chinese values (Le., values of interpersonal harmony and hierarchical relations) among a group of Chinese college students (N = 412). Hierarchical regression analyses indicated that total viewing of imported programs negatively predicted viewers' endorsement of inter- personal harmony values. Chinese music performance programming, Chinese children's education programs, imported movies, and imported sports were negative predictors of interpersonal harmony value endorsement, whereas viewing Chinese sports was a positive predictor of hierarchical relations. The findings are discussed in the context of cultivation theory and the changing socio-economic, political, and media context in China.